

Message Text

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ACTION EB-07

INFO OCT-01 EA-06 ISO-00 AID-05 CIAE-00 COME-00 FRB-01

INR-05 NSAE-00 RSC-01 TRSE-00 XMB-02 OPIC-03 SP-02

CIEP-01 LAB-01 SIL-01 OMB-01 NSC-05 SS-15 STR-01

CEA-01 AGR-05 /064 W

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R 190844Z NOV 74

FM AMCONSUL HONG KONG

TO SECSTATE WASHDC 2923

INFO USLO PEKING

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E.O. 11652: N/A

TAGS: ETRD CH

SUBJECT: SHANGHAI URGES FULFILLMENT OF EXPORT TARGETS

1. APPEALING TO NATIONAL PRESTIGE, SHANGHAI IS URGING ITS FOREIGN TRADE DEPARTMENTS TO MEET THEIR TARGETS (RS NOVEMBER 8). THE BROADCAST SOUGHT TO STIMULATE EXPORT-ORIENTED PRODUCTION BY REPORTING THAT FOREIGN TRADE TARGETS HAVE BEEN "FAIRLY WELL COMPLETED" DURING THE JANUARY-SEPTEMBER PERIOD. THE VOLUME IN THE FIRST HALF OF OCTOBER WAS 50 PERCENT GREATER THAN IN THE FIRST HALF OF SEPTEMBER. PROMOTING PRODUCTION RECEIVED HEAVY EMPHASIS, BUT IT WAS PARTLY A COMPLEMENT TO AN ATTACK ON THE "REVISIONIST TENDENCY" TO PAY ATTENTION ONLY TO EXPORT REGARDLESS OF PRODUCTION--A POLICY WHICH WOULD RESULT IN FEWER DOMESTIC GOODS IF EXPORTS WERE INCREASED.

2. THE REPUTATION OF CHINA'S FOREIGN TRADE WAS DIRECTLY LINKED TO QUALITY AND DESIGN IMPROVEMENTS. POPULAR FOREIGN SILK DESIGNS HAVE BEEN GATHERED, AND MORE THAN 1,000 NEW DESIGNS REFLECTING TRADITIONAL CULTURE AND ARTS WERE CREATED WITH GOOD FOREIGN MARKET ACCEPTANCE.

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3. TRANSPORTATION OF EXPORTS IS PART OF A CRASH PROGRAM TO FULFILL 1974 EXPORT TASKS, IN WHICH, FOLLOWING RECENT NATIONAL EXAMPLES, LEADING CADRE HAVE GONE DOWN TO THE WAREHOUSES AND WHARVES TO DIRECT AND ENCOURAGE SUCCESSFUL TASKS COMPLETION.

4. THE ARTICLE'S THEMES ARE QUITE CONSISTENT WITH OTHER PROPAGANDA--BUT THIS IS THE FIRST TIME THEY HAVE BEEN BROUGHT TOGETHER IN A BROADCAST FROM SHANGHAI, THOUGH PARTS ARE REMINISCENT OF THE OCTOBER 15 "PEOPLE'S DAILY" ARTICLE ON FOREIGN TRADE. THE PRODUCTION THEME IS NOT ONLY A RESPONSE TO SHORTFALLS IN THE FIRST HALF OF THIS YEAR, BUT ALSO A RESPONSE TO THE LARGE TRADE DEFICIT THIS YEAR COUPLED WITH AN APPARENT CURRENT SHORTAGE OF FOREIGN EXCHANGE. THE QUALITY AND DESIGN IMPROVEMENT COMMENTS COME AT A TIME WHEN THERE IS SOFT DEMAND FOR PRC EXPORTS IN MANY FOREIGN MARKETS.

5. CADRE PARTICIPATION IN TRANSPORTATION WORK--ALSO A SUDDEN FEATURE IN DOMESTIC TRANSPORTATION--IN FOREIGN TRADE IS RATHER SIGNIFICANT, AS SHIPPING DELAYS HAVE OFTEN BEEN A STANDARD COMPLAINT, AND RESULT IN DELAYS IN PRC RECEIPTS OF FOREIGN EXCHANGE AS WELL. SOFT DEMAND AND ALTERNATE SUPPLY SOURCES FOR MANY MARKETS INCREASE THE IMPORTANCE OF MORE RAPID SHIPPING.

6. THE USE OF A NATIONAL PRESTIGE AND REPUTATION THEME IS MORE PRONOUNCED IN THIS BROADCAST THAN IN THE PD ARTICLE. PERHAPS NATIONAL PRESTIGE AND REPUTATION ARE TWO UNASSAILABLE DEFENSES OF EXPORT PRODUCTION AND DESIGN CHANGE IN THE FACE OF THE "SELF-RELIANCE" CRITICISM OF CURRENT PRC FOREIGN TRADE POLICY.
CROSS

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: EXPORTS, POLICIES, FOREIGN TRADE
Control Number: n/a
Copy: SINGLE
Draft Date: 19 NOV 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: CollinP0
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974HONGK12581
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740334-0085
From: HONG KONG
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19741132/aaaabaoz.tel
Line Count: 94
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EB
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: CollinP0
Review Comment: n/a
Review Content Flags:
Review Date: 22 JUL 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <22 JUL 2002 by elyme>; APPROVED <18 MAR 2003 by CollinP0>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: SHANGHAI URGES FULFILLMENT OF EXPORT TARGETS
TAGS: ETRD, CH
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005